



KAUFFMAN'STM FRUIT FARM & MARKET

BIRD-IN-HAND, PA

Wholesale Sales **Apple Cider**

Our Flagship
Orchard Product!

2



THE PREMIER CIDER IN THE MID-ATLANTIC REGION
Kauffman's cider was voted #1 cider (again!) at the 2016 Mid-Atlantic Fruit & Vegetable Convention.

INFORMATION & PURCHASING

- 717-768-7112, ask for the Wholesale Department • Email wholesale@kauffmansfruitfarm.com
- Google our address: 3097 Old Philadelphia Pike, Bird-in-Hand, Pa. 17505
- Our wholesale docks are on the east side of our country market along Route 340, between the villages of Bird-in-Hand & Intercourse
- Cider descriptions and retail shopping online at KauffmansFruitFarm.com

PRICING

Contact our wholesale sales team for product pricing.

HISTORY

Since 1926, we've been "putting on the squeeze", reaping the delightful flavor and all-natural goodness of FRESH, SWEET APPLE CIDER. Careful, consistent blending of sweet and tart apple varieties is our specialty. Like Grandpa used to say, there is "nothing added, nothing taken out".

PRODUCTION

The apples are inspected and washed before being shredded and squeezed with modern, sanitary equipment that uses the old-fashioned squeezing principle. The resulting cider is screened and flash-pasteurized, making a delicious, nutritious, refreshing beverage. It is then bottled with our state-of-the-art, automated bottling system. We press year 'round and offer custom labeling.

FLASH-PASTEURIZATION

Flash Pasteurization is an FDA-approved process that eliminates any potentially harmful bacteria in apple cider. The cider is heated to 160 degrees for 6 seconds, then immediately cooled. Flash Pasteurization increases the cider's shelf life and maintains the vibrant flavor and color of unpasteurized cider.

Frequently Asked Questions

Q: How is Kauffman's apple cider packed?

A: In returnable, plastic "milk" crates. There are 4 gallons, 9 half-gallons, 9 quarts, 25 pints, or 50 ten oz. containers per crate.

Q: What is the lead time for cider orders?

A: One business day; two days for custom label orders.

Q: Do you make apple cider year 'round?

A: Yes, assuming cider apples are available.

Q: Will warmer display temperatures in my store reduce cider's shelf life?

A: Yes. Cider is as sensitive as milk to improper temperatures. See the blue box below.

INVENTORY STORAGE & TEMPERATURES

!!! THIS IS CRITICAL !!!

1. Our apple cider has no preservatives added, so it must be handled as carefully as milk!
2. Proper refrigeration (32-38°F) and careful inventory rotation are imperative for storage and display.
3. Apple cider's shelf life is 24 days, so we highly recommend that all cider be sold to the consumer no later than a week prior to the expiration date.

JUICY FACTS

- » In 2015, we pressed 121,000 bushels of apples (that's equal to 121 tractor-trailer loads), which produced 400,000 gallons of sweet apple cider. Most of this was flash-pasteurized and bottled for retail & wholesale sales, but 37,000 gallons was used to produce our home-made Apple Butter (see brochure #3).
- » Our gallons-per-bushel production ratio is 3.3:1.
- » In 2015, we sold 355,000 gallons of apple cider in about 607,000 bottles.

